

**Minutes from a Regular Meeting of the
HIGHLAND CITY PUBLIC LIBRARY BOARD**

Thursday, August 27, 2020 at 7:00 p.m. via Zoom

IN ATTENDANCE

Board Members

Roger Dixon, Chair
Jessica Anderson, Secretary
Briawna Hugh
Claude Jones
Natalie Reed, Vice-Chair
Kim Rodela, City Council Rep.
Edgar Tooley

Other

Donna Cardon, Library Director and
Board Executive Officer
Charlene Crozier, Director of the
Orem Library
Claudia Stillman, Friends of the
Library
"Linda"

Absent

Mike Burns

A quorum of the Board being present, Board Chair Roger Dixon welcomed those in attendance and began the Library Board meeting at 7:00 p.m. as a regular meeting. The meeting agenda was posted on the Utah State Public Meeting Website at least 24 hours prior to the meeting.

AGENDA

1. Public Comment

None

2. Annual Training

Advocacy for Capital Improvement: By Charlene Crozier, director of the Orem Library

Donna introduced Charlene, the director of the Orem library. Charlene discussed the status of the current Orem Library hall addition. It was introduced in 2008 and is being completed in 2020.

- Orem Library does about 1,000 programs a year. Needed better seats for audience and better stage for the performers.
- Facilities expert came in and compiled data re: need for cultural seats in Orem.

- Hired a fundraising consultant. The “why” was more important than the “what.” Did surveys to show that teens could not afford to attend ticketed events. Established a strong case to take out into the community. Compiled a case statement that is essentially a marketing brochure. Then they started on a list of names of anyone they could think of that would be able to have the means to contribute a substantial amount. Then met with “connectors” (council, library committee, friends) asked if they could connect them with the potential donors.
- Made \$200,000 right away. It became harder as things went on.
 - Government projects are viewed as things that should be government funded.
 - People feel that they are already supporting the project with their tax dollars
 - Up against so many good causes. Hard to compete with some of the other causes like cancer, child trafficking, autism, etc.
- Crafted the ask for each particular donor. For example, Todd Peterson, founders of Vivint, believe strongly in supporting causes related to autism.
- Project cost \$3 million more than it was estimated at the beginning because construction costs go up over the years.
- Recommend to do a public fundraising phase AFTER donor phase, at the end of the project. Maybe avoid public involvement until the project is almost done, so you can follow through on promises.
- Also got a bond, combined it with a needed upgrade to the fitness center. Note tht there are restrictions as to how the library can support the bond.
- Worked with the state library to try and get capital grants, but they do not materialize because it is not a legislative priority.
- Project was funded 21% from fundraising; 28% cultural arts tax; 9% from library funds; 42% bond. Fitness center still in process, but just 3% is donor money, the rest is from the bond.
- Benefits of using a consultant: they are not afraid to ask for money, it is their job, and they will keep going until they get an answer. Orem paid a flat rate, not a commission. The consultants staff kept things moving forward and did a lot of legwork. Plus, they have connections and know staffing of places to know where to ask. The only downside was payment. Used funds that would not have gone to the building; used a different source.
- Project was 65% funding when the full plans were drawn up. Would not recommend getting full plans at the beginning, because you’ll have to pay to update them later. Would recommend getting a rendering. Value engineering – had to take off the second story due to increased construction costs.
- Libraries are shifting to include community spaces. Maker space; study spaces; etc.

3. Consent

- a. *Approval of Minutes from November 2019*
- b. *Approval of Minutes from February 2020*
- c. *Approval of Minutes from July 2020*

Jessica Anderson moved to approve the consent agenda. Edgar Tooley seconded the motion. The vote was recorded as follows:

Yes	Roger Dixon, Chair
Yes	Jessica Anderson
Yes	Briawna Hugh
Yes	Natalie Reed
Yes	Kim Rodella
Yes	Claude Jones
Yes	Edgar Tooley

The motion passed.

4. Reports

a. Director's Report

- Donna Cardon summarized her report. The written version was distributed to Board Members prior to the meeting.
- Statistics are bouncing back, close to pre-COVID-19 levels
- Events
 - Wizard School event was a big success with 100+ attendees.
 - The City reverse parade was a goo advocacy event.
 - Fall programs will be held in the council chambers, because that is the only space big enough to spread out.
- Facility
 - Cleared out the storage room to change it into an office. Purchased mobile storage unit, parked at City Center building.
 - New drop box has been ordered; it is delayed, but should be shipped soon.
- Sent gift baskets to schools to reach out as a resource to support online learning. Library is going through the common core and pulling resources or obtaining resources at appropriate age levels.
 - Donna will look into contacting a local homeschool association to get their input on materials.
 - Discussion re potential scenarios during the winter with COVID-19 and schools and the library.

- Donna did a cost assessment as to what it would cost to get 10 Kindles and load them with all of the Battle of the Books books. It would cost about \$900. That may be able to be funded with COVID-19 money.
- Shelley, the library, and the outreach committee will start working with local school librarians (and possibly principals) to assess needs.

b. Outreach Committee Report

Jessica Anderson reported on her outreach interview with Brady Brammer, our state representative.

5. Action/Policy Items

a. Library Board Minutes

Discussion of proposal of ceasing to use a transcriptionist to compile minutes and moving to an expanded executive version of minutes. Using a transcriptionist is a hassle, takes a lot of time, and costs money. But Donna noted that the City would like us to have more detailed minutes. Minutes are kept indefinitely; recordings are not kept indefinitely. Discussion re lack of benefits of transcriptionist.

Jessica Anderson moved to have the board stop engaging a transcriptionist and to use the detailed minutes taken by the secretary of the board as the official meeting minutes. Kim Rodella seconded the motion. The vote was recorded as follows:

Yes	Roger Dixon, Chair
Yes	Jessica Anderson
Yes	Briawna Hugh
Yes	Natalie Reed
Yes	Kim Rodella
Yes	Claude Jones
Yes	Edgar Tooley

The motion passed.

b. Revising Duties of Library Board Officers

Discussion re amending bylaws as to officers and proposed changed language re vice-chair and secretary.

Claude Jones moved to accept the changes to the bylaws as proposed and discussed. Natalie Reed seconded the motion. The vote was recorded as follows:

Yes	Roger Dixon, Chair
Yes	Jessica Anderson
Yes	Briawna Hugh
Yes	Natalie Reed
Yes	Kim Rodella
Yes	Claude Jones
Yes	Edgar Tooley

The motion passed.

6. Discussion Items

a. Report to the City Council

Report from Edgar on behalf of the Report Committee. Donna will send last year's PowerPoint presentation to Edgar to use as a template for the presentation to the City Council. Scheduled to present on October 6, 2020. We will need to have the presentation together and approved by our next meeting.

b. Strategic Plan

Previously presented it to the Council in October 2019. That strategic plan is outdated and mostly completed; it largely consisted of the library's goals. It would make sense to present a new one with the report to the City Council. Donna will put together a list of the library's goals. The Strategic Plan Committee will meet on September 9, 2020 at 7:00 p.m. via Zoom to discuss the goals and potential inclusion of a building project.

7. Future Agenda Items

- a. Approve Strategic Plan*
- b. Approve Report to the City Council*
- c. Approve minutes from January and April 2020*
- d. Appoint members to serve on Foundation Board*

The Board's next meeting is scheduled for September 24, 2020 at 7:00 p.m.

8. Closed Session

The Library Board went into a closed session for the purpose of discussing personnel.

9. Adjournment

The meeting adjourned at 8:42 p.m.

I, Jessica Anderson, Highland City Library Board Secretary, hereby certify that the foregoing minutes represent a true, accurate and complete record of the meeting held on August 27, 2020. This document constitutes the official minutes for the Highland City Library Board Meeting.